

Where You Shop at Your Expense?

A \$2.00 order-check on any of these Tribune advertisers will be issued to you for every letter from you printed in The Ad-Visor column, except only letters on patent medicines. If yours is the best letter received this month—or next month or in any one month—an additional order-check for \$50.00 will be sent to you. And what must your letter contain to enable you to shop as The Tribune's guest? Just this:

A shopping experience illustrating some striking trait of storekeepers and their clerks in dealing with customers—courtesy, discourtesy, thoughtfulness, thoughtlessness, honesty or dishonesty. Praise or blame may be the burden of your song.

Speak your mind as freely as though you were at a sewing-circle, a luncheon of intimate friends, or at a little gathering over the tea-cups. It's all among friends for your name will be printed or withheld as you prefer—and after you have spoken we will all know one another better—yes, the advertiser, our other Tribune readers and ourselves. So tell us that experience which starts something like: "Of all things that ever happened to me in a shop this is the"—

Here are The Tribune advertisers from whom you can choose any article to the value of our order-check, or who will honor the order-check on a purchase of greater value:

Abercrombie & Fitch
Abington Press
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Annette
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Arnheim
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Bennett Mfg. Co.
Geo. Bernhardt Co.
Benji Benzel
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A. Beshar & Co.
Wm. Birna
Blaine, Inc. (Gowns)
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Book Supply Co.
Jordan's Condensed Milk Co.
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Bryan Murray Motor Corp.
Brentano
Brill Bros.
Brinson Motor Co.
Broadway Art Upholstering,
Gilding & Decorating Co.
Brooks Bros.
Brooks Bros.
Brookings, King & Co.
Brunswick-Balke-Clendenen Co.
Budd & Co.
Bulck & Co.
E. T. Burrows Co.
Butterick Publishing Co.
Cameron Motor Co.
California Fruit Growers Ex-
change
Cammer
J. J. Case T. M. Co.
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Century Co.
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Chalmers Motor Co.
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Chandler Motor Car Co.
Cheney & Co.
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Clapp, Peabody & Co.
Clyric Spring Water Co.
Coca-Cola Co.
Colgate & Co.
Colt
F. P. Collier & Son
Continental Graphophone Co.
Continental Importing Co.
Columbia Co.
Columbia Souvenir Spoon
Interstate Motor Co.
Cone
Iacotti Franchini Motors Co.
Jack's Curiosity Shop
A. Jackson & Co.
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Jantzen Shoe Co.
Jat
W. R. Jenkins Co.
J. Johnson
Jones & Brindley
J. Jordan
Joseph
Kanouse Mt. Water Co.
Katholon Bronze Works
Kenneth Kennedy
Kent-Cestlyan
Keys & Lockwood
Klein Motor Car Co.
Kissel Car Co.
K. A. Klabian
K. Kluebers & Bros.
Julius Klumper
Knabe Piano Co.
Knox Hat Co.
Alfred H. Kohn
Theodore A. Kohn & Son
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Kor-Kor Puncture Cure
Kraus Bros.
Kranich & Bach
E. Kunk
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Lindsay Bros.
John Lane & Co.
Lane Bryant
La Restia Corset Co.
L. A. Lattier
E. Lauritzen
Lee & Perrins
Leibelt & Co.

Lee Tire Sales Company
Lehn & Pink
Lennon & Co.
Leopold
L. M. Lewis & Arts Pub. Co., Inc.
Maurice Levy
Lewie & Conger
Lexington Motors Corp.
Libby, McNeill & Libby
Library Bureau
Lichtenstein Millinery Co.
Miss Rose Lill
J. B. Lippincott Co.
Little, Brown & Co.
Locomobile Co. of America
Frederick Looser & Co., Inc.
Lonsberry Tissue Water
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Jones-Wiles Co.
Lord & Taylor
P. Lorillard Car
Lothrop, Lee & Shepard
Hens Lotz
Louise & Co.
Lover Motor Car
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Maillard, Henry
Maison, Bernard
Jas. M. B. Book Store
H. B. Mallinson & Co.
Manhattan Motors Corp.
Managers Bros.
Marmon Automobile Co.
Marx Bros.
Mason & Hamlin Co.
Master Lamp Co.
Meadow Brook House
Thas. E. Matthews
Maxwell Motor Co.
Max, Jay
Katie Merkhon
H. Method
Meyerowitz
Michael
Michael Tire Co.
Edward Miller & Co.
Geo. M. Miller
Minerva Motors
Minnett & Co.
Minerva Automobile
Morat, Tard & Co.
Philip Morris
Motor Car Equipment Co.
Mops, Nafati
P. Nardi
Nassau Tire Co.
National Cash Register Co.
National Motor Vehicle Co.
National Vender Products
Nelson, Nelson & Sons
Neumann
Newell & Gordiner
New York Land
New York Sporting Goods Co.
Nico
Ninth Street Market
Nordyke & Marmon Co.
Northeastern Fruit Exchange
N. J. Nutting & Co.
Oakland Motor Car Co.
Oakley & Co.
Oldsmobile Co.
Oppenheim, Collins & Co.
O'Sullivan Rubber Co.
Packard Motor Car Co.
Paragon Sales & Mfg. Co.
Pape Company
Patt & Shaw
Paragon Adv. Pencil Co.
Parfumerie Riviera
Park & Tilford
Pauze
Patterson Co.
Patterson Phone Shop
Pathfinder Motor Car Co.
Pease Piano Co.
Peck & Peck
Peoples Motor Car Co.
Penn Pub. Co.
P. J. Peppas
Pierce-Arrow Automobile Co.
Pioneer Fruit Co.
Pioneer Motor Car Co.
Preferred Cigar Co.
P. J. Price
Princeton University Press
F. M. Prindle
J. P. Putnam's Sons
Quick & McKenna
Rand, McNally & Co.
Redfern
Reed & Barton
Reel Shoe Co.
F. Remsburg & Sons
Remington Typewriter Co.
Renault Motor Car Co.
Reo Motor Car Co.
Reppell
Republic Motor Truck Co.
Revillon Freres
Rey Cleaner Co.
R. J. Reynolds Tobacco Co.
Richardson & Robbins
Riker-Hecman Co.
Rogers Feet Co.
Rogers Motors Corp.
Mrs. Rose

Royal Club Combination
Royal Baking Powder Co.
Royal Typewriter Co.
Royal Copenhagen China Co.
Royal Worcester Corset Co.
Mrs. Helma Rubenstein
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John Russett Fur Co.
R. S. Leon, Inc.
Sage & Co.
S. Sarnoy
The S. & V. Co.
Sallade & Co.
Raxon Motor Co.
Schmal Bros.
Scholz & Co.
A. Schulte
F. A. O. Schwarz
Schwartz Bros.
Schwartz & Postel
Scientific American
Thas. A. Scott
S. S. Shaw
Sas. Scribner's Sons
Senior Bros.
B. Shackman & Co.
Shapiro & Aronson
B. Harold Shaw
Shaw-Walker Co.
S. S. Shays & Co.
Shreded Wheat Co.
J. C. Silver Co.
Simon, Franklin, & Co.
Singer Bros.
W. C. S. Sione
Small, Maynard & Co.
Margaret Smith
Smoot-Hugh & Son
Maillard, Henry
Maison, Bernard
Jas. M. B. Book Store
H. B. Mallinson & Co.
Manhattan Motors Corp.
Managers Bros.
Marmon Automobile Co.
Marx Bros.
Mason & Hamlin Co.
Master Lamp Co.
Meadow Brook House
Thas. E. Matthews
Maxwell Motor Co.
Max, Jay
Katie Merkhon
H. Method
Meyerowitz
Michael
Michael Tire Co.
Edward Miller & Co.
Geo. M. Miller
Minerva Motors
Minnett & Co.
Minerva Automobile
Morat, Tard & Co.
Philip Morris
Motor Car Equipment Co.
Mops, Nafati
P. Nardi
Nassau Tire Co.
National Cash Register Co.
National Motor Vehicle Co.
National Vender Products
Nelson, Nelson & Sons
Neumann
Newell & Gordiner
New York Land
New York Sporting Goods Co.
Nico
Ninth Street Market
Nordyke & Marmon Co.
Northeastern Fruit Exchange
N. J. Nutting & Co.
Oakland Motor Car Co.
Oakley & Co.
Oldsmobile Co.
Oppenheim, Collins & Co.
O'Sullivan Rubber Co.
Packard Motor Car Co.
Paragon Sales & Mfg. Co.
Pape Company
Patt & Shaw
Paragon Adv. Pencil Co.
Parfumerie Riviera
Park & Tilford
Pauze
Patterson Co.
Patterson Phone Shop
Pathfinder Motor Car Co.
Pease Piano Co.
Peck & Peck
Peoples Motor Car Co.
Penn Pub. Co.
P. J. Peppas
Pierce-Arrow Automobile Co.
Pioneer Fruit Co.
Pioneer Motor Car Co.
Preferred Cigar Co.
P. J. Price
Princeton University Press
F. M. Prindle
J. P. Putnam's Sons
Quick & McKenna
Rand, McNally & Co.
Redfern
Reed & Barton
Reel Shoe Co.
F. Remsburg & Sons
Remington Typewriter Co.
Renault Motor Car Co.
Reo Motor Car Co.
Reppell
Republic Motor Truck Co.
Revillon Freres
Rey Cleaner Co.
R. J. Reynolds Tobacco Co.
Richardson & Robbins
Riker-Hecman Co.
Rogers Feet Co.
Rogers Motors Corp.
Mrs. Rose

Sterling Piano Co.
Stearns Brothers
Stewart Auto Co.
J. M. Sloan
Frederick A. Stokes & Co.
Studebaker Corporation
Stump & Walter Co.
Stuart Motor Car Co.
A. S. T. Co.
John T. Tishman & Co., Inc.
Thatcher Furnace Co.
V. T. T. Co.
Thermoid Rubber Co.
Tiffany & Co.
Tiffany Studios
Tindale Cabinet Co.
Tobacco Corp. of America
Toys Furniture Co.
L. C. Trout Co.
Underwood Typewriter Co.
United Cigar Stores
United Lamp & Burner Co.
United Paper Co.
United Shirt & Collar Co.
U. S. Tire Co.
V. T. T. Co.
Van Horn & Sawtell
Van Orden Corset Co.
E. & Z. Van Rastie
A. A. Vantine & Co.
Vogue
Vaughan Seed Store
Vetter Talking Machines Co.
Vogel
E. Von Hofe
Walk-Over Shoe Co.
Wallace Bros.
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Ward Motor Vehicle Co.
Dr. Jeanne A. D. Walter
Ward Motor Vehicle Co.
Mary Anderson Warner
L. E. Waterman Co.
Webster & Heilbroner
Milton Weber
Wheeler Chain Tire Co.
R. Wender
The White Auto Co.
White Enamel Refrigerator
White Rock
Whiting Motor Co.
Winton Motor Co.
Wild & Co. Joseph
Willis Overland Co.
Winship, Bolt & Co.
Wilton Motor Co.
Wisher Piano Co.
Chas. W. Wolf
York Shirt Shop
Young's Hats

A \$50.00 Order-Check
Each Month

will be awarded by a committee of three judges to the writer of the most significant letter on a store's relations with its customers. This contest is open until notice of its close is published in The New York Tribune. Any one can write to us and any one person may write as many letters as he or she likes.

If you have ever left a store thinking "people ought to know how nice they are here," or "don't I wish I could shout this from the house-tops!"—Now is your opportunity. Write your first letter to-day. Address The Ad-Visor.

New York Tribune

First to Last—the